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Extension Service Circular 104 May, 1929

Measuring the Progress of Extension Work

Study of 304 Farms and Farm Homes in Vermilion County, Ill., 1928

M. C. Wilson, W. H. Smith, and
Kathryn Van Aken Burns

UNITED STATES DEPARTMENT OF AGRICULTURE
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Cooperative Extension Work in Agriculture and Home Economics

Extension Service Circular 104 May, 1929

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Contents

	Page
Purpose of study	2
Plan and scope of study	2
Organization of extension in Illinois	3
Area studied	3
General information relating to farms studied	6
Membership in farmers' cooperative organizations	6
Participation in extension activities and contact with extension workers	7
Farmers and farm women adopt improved extension practices	8
Methods which influenced farmers and home makers to adopt practices and extension agents involved	9
Practices adopted and influences responsible	10
Influence of other factors upon the adoption of practices	11
Land tenure	11
Size of farm	13
Nature of roads	13
Distance from the extension office	13
Membership in extension associations	14
Age of farmers and farm women	15
Participation in extension activities	16
Contact with representatives of extension service	17
Extent and influence of 4-H club work	19
Reasons for discontinuing farm and home bureau membership	19
Agencies other than extension relied upon for subject matter	20
Attitude toward extension	20
Summary	20

Acknowledgment

The authors appreciate the assistance rendered by Iva M. Sinn of the United States Department of Agriculture and by Grace B. Armstrong, J. D. Bilsborrow, Kathryn Van Aken Burns, Mary L. Chase, A. S. Colby, J. L. Edmonds, Mary Grady, Edna R. Gray, G. F. Hoover, W. G. Kammlade, Mary A. McKee, R. L. Matlock, J. J. Pieper, E. I. Pilchard, R. C. Ross, W. H. Smith, L. A. Somers, M. Attie Souder, C. J. Telford, W. R. Tylor, Edna E. Walls, R. H. Wilcox, and W. W. Yapp, of the College of Agriculture, University of Illinois, in collecting the field data.

DISTRIBUTION: One copy of this circular has been sent to each extension director, State and assistant State county agent leader, State and assistant State home demonstration leader, State and assistant State club leader, negro supervisors, and to each agricultural college and experiment station library.

MEASURING THE PROGRESS OF EXTENSION WORK

A Study of 304 Farms and Farm Homes in Vermilion County, Illinois, 1928

M. C. Wilson,/1 W. H. Smith,/2 and Kathryn Van Aken Burns /3

PURPOSE OF STUDY

The study reported in this circular was conducted by the Office of Cooperative Extension Work, United States Department of Agriculture, and the Extension Service, College of Agriculture, University of Illinois, in cooperation, for the purpose of obtaining further information regarding the progress and effectiveness of extension teaching in the State. This study is similar to the one made in McLean and Macon Counties in 1926/4 Although the primary purpose, as in the preceding study, was to obtain data regarding the improved practices adopted by farmers and home makers as a result of extension teaching, and to evaluate the means and agencies which had influenced the acceptance of these practices the study also afforded opportunity for members of the college staff to obtain first-hand information regarding present farm and home conditions in a typical area, which might be helpful in connection with their various duties in the teaching research, and extension fields.

PLAN AND SCOPE OF STUDY

Representatives of the extension service called at every farm within the area selected and obtained directly from the farmer and farm woman information regarding their contact with extension. The farmer was interviewed by a man trained in agriculture and the home maker by a woman trained in home economics. Prior to starting the field work ample time was taken at extension headquarters to train all members of the survey party in the use of the questionnaire (figs. 1a and 1b) and to familiarize them with the various extension activities in the area involved. The records were carefully checked at headquarters each day for errors and inconsistencies, and the location of each farm was noted on a map in case it should be advisable to obtain additional information or to make another study of the same farms and homes later. Data were obtained from 304 farms and homes during July, 1928. This number represents approximately 95 per cent of all the farms located in the area studied. In addition, information regarding farm practices only was obtained from 146 farms in adjoining townships. These records have not been included in the body of this report in order that the data presented may be comparable with those of previous reports. A brief summary of these 146 records will be found at the end of this circular.

/1 In Charge, Extension Studies, Office of Cooperative Extension Work, U. S. Department of Agriculture.

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/3 State leader of home advisers, Extension Service, College of Agriculture, University of Illinois.

/4 Measuring the Progress of Extension Work (McLean and Macon Counties, Ill.) Extension Service Circular 51.

ORGANIZATION OF EXTENSION IN ILLINOIS

The agricultural extension service in Illinois is organized and administered under the terms of the Smith-Lever Act. The work is carried on in the numerous counties in cooperation with the local farm and home bureaus, of which there are 95 of the former and 21 of the latter.

Each county having a farm bureau employs a farm adviser from a list of candidates approved by the College of Agriculture of the University of Illinois. A cooperative agreement is entered into between the farm bureau and the agricultural extension service for the purpose of giving unity and direction to the program and policy. In developing agricultural extension work in the counties the policy has been followed of insisting upon the formation of county farm bureaus with enough funds pledged through individual membership fees, in addition to those received through public sources, to finance the work properly. Thus farmers themselves have participated in an organized way in financing the work, in shaping the policies of the organization, and in building the programs of work. The annual membership fee of the farm bureau is usually $15.

The organization of the home bureau work and the employment of a home adviser follow the same general plan of the farm bureau. A separate county organization for women is formed with the women in the county assuming responsibility for the direction of the work and for financing the organization. The business routine in each county is handled by an executive board elected at a county meeting and this board is also responsible for hiring an adviser who has been approved by the college. Matters touching county policy and programs are decided by an advisory council which is composed of the chairman of each organized community in conference with at least one extension representative. The executive boards meet once a month and the advisory council from two to four times a year. The annual membership fee in the home bureau is usually $5.

Area Studied

Vermilion County is located in the extreme central eastern portion of the State. Grain farming is still commonly practiced though more attention is being given to livestock as a means of helping maintain productivity of the land shich is showing the continued drain resulting from the production of grain for sale. The city of Danville provides a local market for dairy and poultry products.

Extension work in Vermilion County is organized according to the usual plan followed throughout the State. A farm adviser (county agricultural agent) was first employed in the county in 1918. The present farm adviser has served the county since April, 1924.

The first home adviser (home demonstration agent) in Vermilion County started work in 1919. Five home advisers have been employed since that date, the present adviser starting work in May, 1926.

No.___Co.___ FARM AND HOME SURVEY OF THE RESULTS OF EXTENSION WORK Date_____

Name_____Address_____Township_____
Size of farm_____Kind of road_____Miles to agent's office_____
Years: Farming_____This farm_____Owner_____Tenant_____
No. in family: Adults___Children___No.children(10-20 yrs.)___No.in school(10-20)_____
In College____Phone____Radio____Size of radio (No.of tubes)_____Do you get WRM program: 5-6_____7-8_____Is reception good_____Fair_____Poor_____
Time of day or evening preferred: Summer_____Winter_____What kind of program do you prefer_____
Leadership in extension work: Farm_____Home_____
Number and kind of result demonstrations on farm_____In home_____
Other extension activities on farm_____In home_____
Extension activities attended or participated in away from farm: Agric._____
_____Home Econ._____
Nature of contact with F.A._____H.A._____
C.L._____Specialists_____Univ.Ill._____

Farm and home practices adopted:	Methods largely responsible: (see list below)	Extension agents involved: F.A.	H.A.	C.L.	Spec'l:	Name of local leader involved

Fig. 1a - Obverse side of questionnaire card used in collecting data.

No. Children now in Jr. Club work____If not Jr. Club members, why not_____
_____No. former club members_____Why dropped_____
Parents' impression of Jr. Club work_____
Member: F.B.,Present____Past____Why dis'd_____Ever solicited_____
Member: H.B.,Present____Past____Why dis'd_____Ever solicited_____
Member of other organ's (G., FU., CT., SA., FE., C.)_____
What agencies other than Extension do you rely on for help in problems of: Farm_____
_____Home_____
Extension information passed on to others: Farm_____Home_____
Information desired relating to: Farm_____Home_____
How has your community benefited through extension work_____
Suggestions for improvement of service_____
_____
Education: Man_____Woman_____Age:Man_____Woman_____
Attitude: Man: Toward F.B._____Univ. of Ill._____Woman: Toward H.B._____
Univ. of Ill._____Remarks_____
_____

Abbreviations: Correspondence (cor.); office call (o.c.); telephone call (tel.);farm an home visit (f.v.); leader training meeting (l.tr.); bulletin (bul.);circular letter(cirl. news story (n.s.); extension school or short course (e.s.); result demonstration; Adult (dem.a.);Junior (dem.jr.);method demonstration meeting (m.dem.); general meeting(mtg.); radio (r.); exhibit (exh); poster (p.); indirect influence (ind.);

Extension Services of the Illinois Agricultural College and of the United States Department of Agriculture cooperating.

Fig. 1b. Reverse side of questionnaire card used in collecting data.

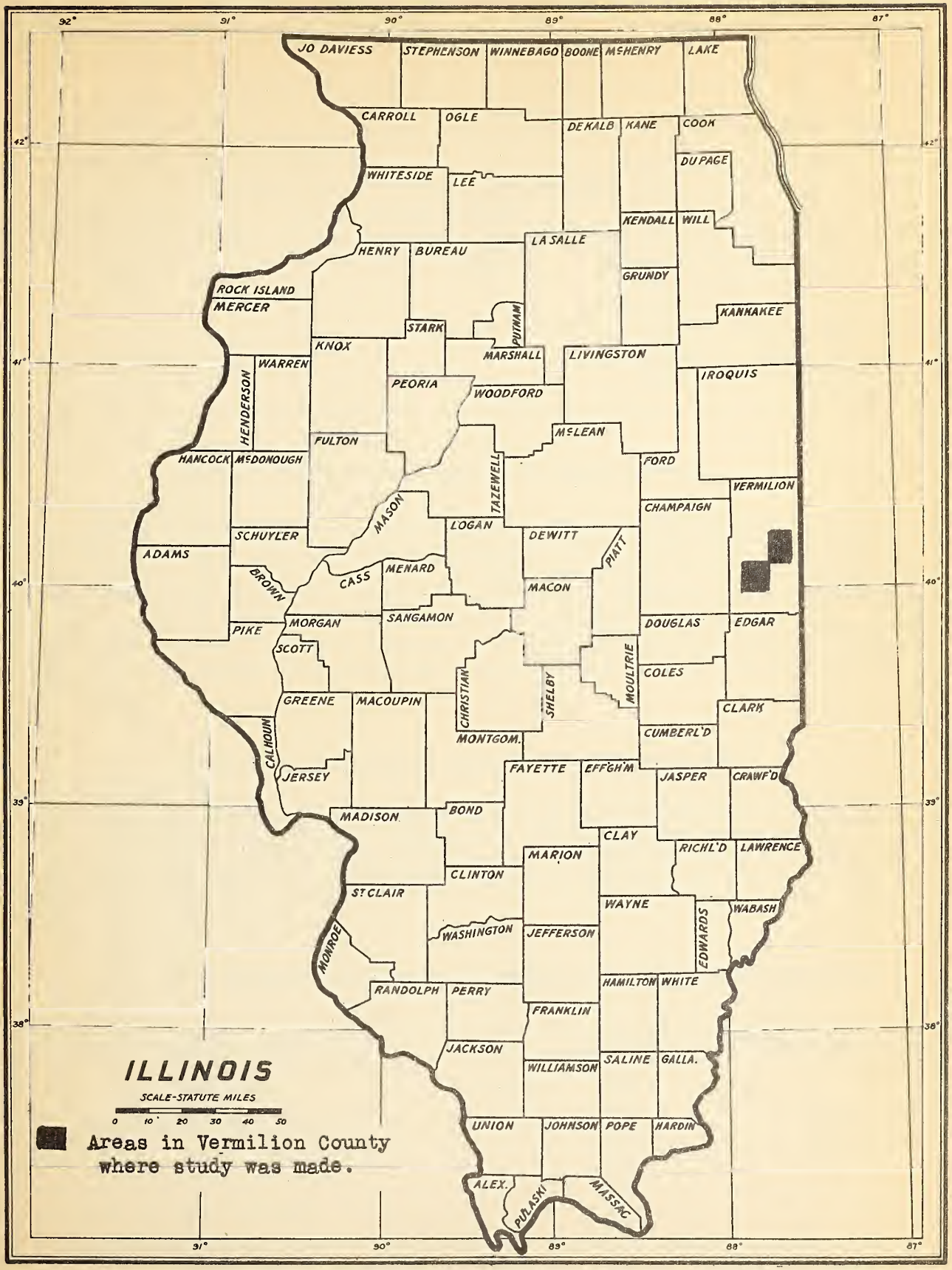


Fig. 2 - Map of Illinois showing location of areas included in study

Table 1. - Extension agents employed with periods of service

Farm adviser	Assistant farm adviser	Home adviser
Arthur Lumbrick Mar. 1,1918 - May 31,1923	H. Checkley Apr. 1,1919 - Feb.28,1922	Kate Bear July, 1919 - Aug., 1920
Otis Kercher Apr. 10, 1924 - present	C. W. Brown (club) Mar. 1,1922 - Aug. 1,1922	Emma E. DeWitt Dec. 1,1922 - June 30,1923
	C. S. Love 1922-23	Amy M. Euren July 1,1924 - Jan. 8,1925
		Alice J. Kirk July 1, 1925 - Jan. 31,1926
		Dorothy J. Iwig May 1,1926 - present

GENERAL INFORMATION RELATING TO FARMS STUDIED

The 304 farms for which complete farm and home records were obtained averaged 181 acres and were located an average of 12.4 miles from the county extension office. The farm operators were also the owners of 54 per cent of the farms; the remaining operators, nearly one-half, were tenants. (Table 2.) Telephones were found in 64 per cent of the farm homes, and radios in 40 per cent. Four farmsteads out of five were located on a paved or graveled road. Children of club age (10-20 years) were found at home on 45 per cent of the farms included in the study.

Membership in Farmers' Cooperative Organizations

About one farmer in four was a member of the county farm bureau at the time the data were collected. (Table 3.) Only one other association had any appreciable number of members in the area studied, and that was the Farmers' Elevator with 6 per cent of the farmers involved. Fourteen per cent of the farm women were members of the home bureau.

Table 2. - General information relating to farms included in study

Item	Number	Percentage
Farm and home records obtained	304	---
Farms operated by owners	163	54
Farms operated by tenants	141	46
Farms with children 10 to 20 years	136	45
Children 10 to 20 years	257	---
Average size of farm (acres)	181	---
Homes with telephones	193	64
Homes with radios	121	40
Farms located on improved roads	244	80
Average number of miles oo county extension office	12.4	---

Table 3. - Membership in farmers' and home makers' associations

Association	Number of members	Percentage of all farmers or farm women
Farm bureau	74	24
Home bureau	44	14
Farmers' elevator	19	6
Shipping association	3	1
Dairymen's association	3	1

PARTICIPATION IN EXTENSION ACTIVITIES AND CONTACT WITH EXTENSION WORKERS

The farm operators on 52 per cent of the farms studied were members, or had at one time been members, of the county farm bureau, the local organization of farmers cooperating with the State college in the conduct of organized extension. (Table 4.) The similar organization for farm women, the home bureau, counted 14 per cent of the women as members with an additional 14 per cent former members. On 13 per cent of the farms the farm operator, the farm woman, or some other member of the farm family, was serving as local extension leader, or had served as such at some previous time. Local leaders of home economics extension came from 11 per cent of the homes, while leaders of agricultural extension were furnished from 4 per cent of the farms.

Some formal agricultural extension activity, such as field meetings or adult or junior result demonstrations, was conducted on 10 per cent of the farms, while an additional 38 per cent of the farm operators had attended similar activities on neighboring farms or at community centers. Extension activities had been conducted in 16 per cent of the farm homes, and a total of 41 per cent of the farm women were reported as having participated in some home economics extension activity. A boy or girl was or had been in club work on 4 per cent of the farms.

Some member of the farm operator's family on 59 per cent of the farms had been in touch with a representative of the extension service. The farm adviser had come in contact with 50 per cent of the farmers in prosecuting his work. Thirty-six per cent of the farm women were in touch with the home adviser. Specialists from the college had had direct contact with 29 per cent of the farms and farm homes. One farm out of five included in the study reported that local leaders had had occasion to get in touch with the farm family.

Table 4 - Participation in extension activities and contact with extension workers

Item	Number	Percentage
Farm and home records obtained	304	100
Members of farm bureau (present)	74	24
Members of farm bureau (former)	86	28
Members of home bureau (present)	44	14
Members of home bureau (former)	44	14
Farms and homes contributing local leaders	39	13
Farms contributing local leaders (agricultural)	13	4
Homes contributing local leaders (home economics)	32	11
Farms on which extension activities were conducted	29	10
Other farms represented in extension activities	117	38
Homes in which extension activities were conducted	49	16
Other homes represented in extension activities	77	25
Farms with boys and girls in club work	13	4
Farms or homes represented in any extension activity	186	61
Farmers or home makers reporting contact with:		
Any extension worker	178	59
Farm adviser	151	50
Home adviser	110	36
Club agent	8	3
Subject-matter specialist	89	29
Local extension leaders	65	21

FARMERS AND FARM WOMEN ADOPT IMPROVED EXTENSION PRACTICES

Wherever it could be learned that the farmer or the farm woman interviewed had made changes on the farm or in the home resulting from extension activities, a record was made of the practices adopted. Definite changes in farm operations were reported for 69 per cent of the farms, and in home operations for 44 per cent of the farm homes studied. (Table 5.) The average number of farm practices changed by such farmers was 3.4, and of home practices, 2.7. Considering farm and home practices together, some change growing out of extension effort had taken place on 75 per cent of the farms. (The 146 farms from which agricultural information was obtained and which are not included in Table 5 reported the adoption of agricultural practices in 74 per cent of the cases.)

Table 5. - Farms and homes adopting practices

Item	Number	Percentage
Farm records obtained	304	--
Farms on which some practice had been changed	228	75
Average number of practices changed per farm	4.7	--
Farms on which agricultural practices had been changed	211	69
Agricultural practices changed per farm	3.4	--
Homes in which home economics practices had been changed	135	44
Homes economics practices changed per home	2.7	--

Methods Which Influenced Farmers and Home Makers to Adopt Practices and Extension Agents Involved

As complete information as possible was obtained regarding the means and agencies employed in extension which the farmer and farm woman thought had in any way been responsible for the adoption of the improved practices. Information regarding the extension agents involved was also obtained. In many cases the adoption of a particular practice was due to the cumulative effect of several methods. In other instances the influence of a single method was outstanding. In still other cases the adoption of the practice traced indirectly to the activities of the extension service, the methods involved being difficult of identification.

Methods of a publicity nature, such as general meetings, bulletins, news stories, and circular letters were reported as having influenced 61 per cent of the farmers and home makers adopting practices. (Table 6.)

Personal-service type of methods like farm and home visits, office calls and correspondence influenced 38 per cent of the farmers and home makers reached, while object-lesson methods, including method demonstrations and adult and junior result demonstrations, were reported, by 48 per cent. Influences which could not be credited to definite methods were mentioned by 66 per cent of the farms and homes reporting practices adopted. (Throughout this discussion of methods and agencies the reader should keep in mind that the adoption of a single practice may have been influenced by several extension methods and by more than one kind of extension agent.)

Of the 75 per cent of all farms on which some practice was adopted 66 per cent reported the influence of the farm adviser, 43 per cent the home adviser, and 42 per cent the subject-matter specialists. Assistance from local extension leaders was reported for 28 per cent of the farms and homes.

Table 6. - Methods which influenced farms to adopt practices and extension agent involved

Item	Number	Percentage
Farms on which some practice had been adopted	228	75
Farms or homes influenced by:		
Publicity methods	138	61
Personal-service methods	87	38
Object-lesson methods	109	48
Indirect influences	150	66
Farms or homes influenced by:		
Farm adviser	150	66
Home adviser	98	43
Club agent	4	2
Specialist	95	42
Farms or homes assisted by local leaders	63	28

PRACTICES ADOPTED AND INFLUENCES RESPONSIBLE

Of the 1,077 practices adopted by farmers and home makers on the 228 farms for which the adoption of practices was reported, 717 related to agriculture, and 360 to home economics. (Table 7.)

Methods falling in the publicity gr up were reported in connection with 36 per cent of all practices adopted, persona -service methods 16 per cent, and object lesson methods 26 per cent. Indirect influences were mentioned in connection with 32 per cent of the practices. Partial credit at least for the adoption of 40 per centof the practices was given to the farm adviser, 27 per cent to the home adviser, and 20 per cent to the subject-matter specialists. The assistance of local extension leaders was reported in connection with 12 per cent of the practices

Though not a true quantitative measure of the influence of the individual methods employed in extension teaching, the relative frequency with which each was reported as an influence in bringing about the adoption of practices does furnish a satisfactory basis for studying the comparative effectiveness of the different methods. Table 8 gives the percentage of the practices adopted in connection with which the influences of the individual methods were reported.

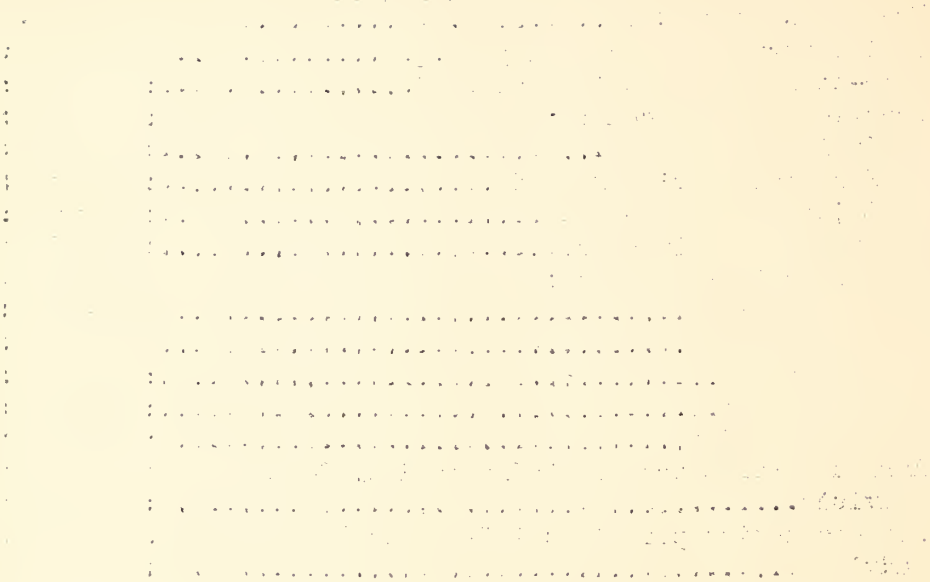
Considering agricultural practices only, indirect influences were reported as having been responsible for two-fifths of the practices adopted. News stories accounted for 21 per cent, office calls, 17 per cent; and general meetings, 13 per cent. The other methods influencing an appreciable number of practices were method demonstrations, farm visits, bulletins, and result demonstrations.

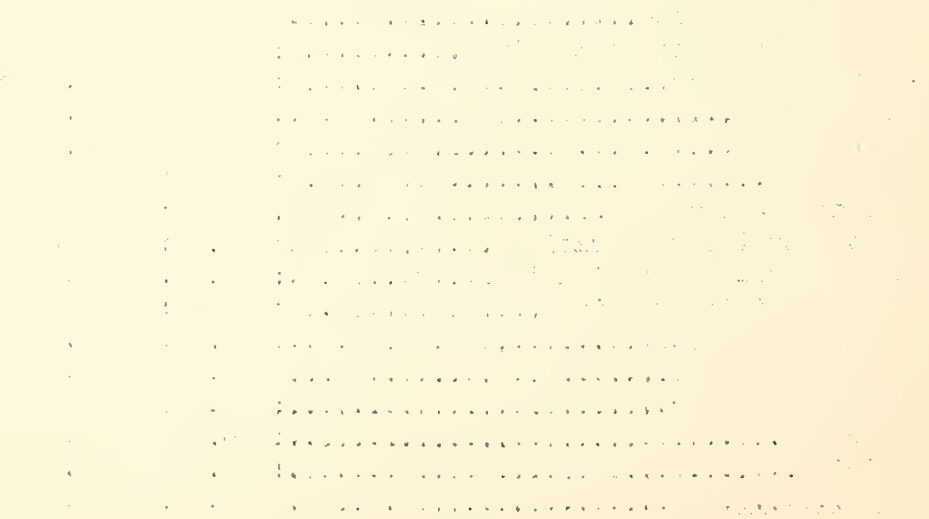
Table 7. - Methods which influenced adoption of practices and extension agent involved

Item	Number	Percentage
Practices adopted	1077	100
Agricultural practices adopted	717	67
Home-economics practices adopted	360	33
Practices influenced by:		
Publicity methods	384	36
Personal-service methods	175	16
Object-lesson methods	280	26
Indirect influences	345	32
Practices influenced by:		
Farm adviser	431	40
Home adviser	295	27
Club agent	5	.5
Specialist	218	20
Local leader	133	12
Agricultural practices influenced by farm adviser	431	60
Home-economics practices influenced by home adviser	295	82

Table 8. - Relative frequency with which extension methods were reported

Method	Percentage of practices adopted		
	Total	Agriculture	Home Economics
Indirect influence	32.0	40.9	14.4
Method demonstration meetings	22.8	7.5	53.3
General meetings	17.3	13.5	24.7
News stories	15.9	21.9	3.9
Office calls	11.9	17.2	1.4
Bulletins	4.5	3.4	6.7
Farm and home visits	2.9	3.9	0.8
Adult result demonstrations	2.5	3.5	0.6
Junior result demonstrations	0.8	0.6	1.4
Leader training meetings	0.8	-	2.5
Extension schools	0.6	0.8	-
Correspondence	0.3	0.4	-
Circular letters	0.2	0.3	-
Telephone	0.2	0.3	-
Exhibits	0.2	0.14	0.3
Radio	0.1	0.14	-





Method demonstration meetings were the outstanding influence in bringing about the adoption of home economics practices, having been reported in more than 50 per cent of the cases. General meetings were next in importance with 25 per cent of the practices adopted involved. Indirect influences were reported in the case of one practice out of every seven adopted. Nearly 7 per cent of the home economics practices were credited to bulletins and less than 4 per cent to news service. A list of the improved practices adopted on the farms studied is given in Table 9.

Table 9. - Improved practices adopted

Practices	Number of farms or homes	Percentage of total practices
Agriculture:		
Soils	104	14.5
Cereals	175	24.4
Legumes	192	26.8
Dairy	77	10.7
Beef cattle	12	1.7
Swine	74	10.3
Poultry	52	7.3
Insect control	11	1.5
Miscellaneous	20	2.8
Total	717	100
Home Economics:		
Foods	110	30.6
Clothing	94	26.1
Home management	13	3.6
House furnishing	86	23.9
Health	19	5.3
Miscellaneous	38	10.6
Total	360	100

INFLUENCE OF OTHER FACTORS UPON THE ADOPTION OF PRACTICES

Many other factors besides the means and agencies employed in extension teaching help to determine the extent of the adoption of improved practices. Some of these factors like land tenure, size of farm, and nature of roads are largely outside the control of extension workers. Other factors like participation in extension activities and contact with extension agents are to a considerable extent under the control of extension workers.

Land Tenure

On slightly more than one-half of the farms operated by owners the adoption of agricultural practices was reported by 79 per cent of the farmers. In the case of tenant operators only 58 per cent made definite use of extension information. (Table 10.) About the same difference exists between families of owners and families of tenants in the adoption of home economics practices.

On the basis of both farm and home practices, it is apparent that where the farm operator is the farm owner much greater use is made of extension information than in the case of tenants and their families.

Table 10. - Land tenure in relation to farms adopting practices

Group	Number of farms	Percentage of all farms	Average size (acres)	Percentage of farms adopting practices: Agriculture	Home economics	Any practice	Number of Practices adopted per 100 farms
Owners..	163	54	176	79	53	85	436
Renters.	141	46	187	58	34	63	260

Size of Farm

By grouping the farms according to size as measured by total acreage (Table 11), it will be noted that the percentages of farms adopting agricultural practices and the percentages of homes adopting home economics practices increase consistently with increased size of farms. The number of practices adopted per 100 farms, 413 in the large size group, is more than twice as great as the number of practices, 188, adopted per 100 farms in the small size group.

Nature of Roads

While the number of farmsteads located on concrete or macadam roads is too small for a satisfactory comparison, it is evident from Table 12 that nature of roads does have some bearing upon the adoption of improved practices in the area studied. A somewhat higher proportion of the families living on paved roads made use of both agricultural and home economics information than was true of the families living on roads which had been graveled but not paved. A similar difference exists between the families on graveled roads as compared to the families on roads not graveled.

Distance from the Extension Office

While all of the farms studied were reasonably close to the extension office, it is interesting to note that on those farms more than 10 miles away a higher percentage of both farmers and farm women changed practices than was true on the farms near by. (Table 13.) The fact that the extension office is located in a rather large trading center doubtless is a factor in this connection although the same trend has existed in other areas studied./5

/5. Wilson, M. C. - The Effectiveness of Extension in Reaching Rural People. U. S. Dept. Agr. Bul. 1384.

Table 11. - Relationship of size of farms to number of farms adopting practices

Group	Number of farms	Average size (acres)	Percentage of farms adopting practices: Agriculture	Home economics	Any practice	Number of practices adopted per 100 farms
0 to 80 acres...	52	53	48	27	56	188
81 to 160 acres.	112	126	70	45	76	358
Over 160 acres..	140	273	77	51	81	413

Table 12. - Nature of roads as related to farms adopting practices

Nature of roads	Number of farms	Percentage of all farms	Percentage of farms adopting practices: Agriculture	Home economics	Any practices	Number of practices adopted per 100 farms
Paved.....	55	18	84	53	87	465
Graveled...	189	62	70	46	77	362
Dirt.....	60	20	53	28	58	228

Table 13. - Distance from extension office as related to adoption of practices

	Number of farms	Percentage of all farms	Percentage of farms adopting practices: Agriculture	Home economics	Any practices	Number of practices adopted per 100 farms
0 to 10 miles..	125	41	63	31	66	283
Over 10 miles..	179	59	74	54	82	404

Membership in Extension Associations

Since the farm and home bureau associations in Illinois are the organizations of farmers and home makers cooperating with the college in the conduct of organized extension work, it is of interest to note the influence of membership in these associations upon the adoption of practices. Ninety-five per cent of the farmers who were members of the farm bureau at the time the data were collected reported the adoption of practices (Table 14), as compared to 73 per cent of the former members and 54 per cent of the nonmembers. The number of agricultural practices adopted per 100 farms was 423 for members, 235 for former members, and 140 for nonmembers. Although membership in the farm bureau is apparently closely related to the adoption of improved practices, it is equally apparent that extension has reached a large percentage of those farmers not actively supporting the work locally.

Table 14. - Relation of membership in farm bureau to adoption of agricultural practices

Group	Number of farms	Percentage of all farms	Percentage of farms adopting agricultural practices	Number of agricultural practices adopted per 100 farms
Members of farm bureau	74	24	95	423
Former members of farm bureau	86	28	73	235
Nonmembers	144	48	54	140

Table 15. - Relation of membership in home bureau to adoption of home economics practices

Group	Number of homes	Percentage of all homes	Percentage of homes adopting practices	Number of home economics practices adopted per 100 homes
Members of home bureau	44	14	95	432
Former members of home bureau	44	15	82	198
Nonmembers	216	71	26	38

Membership in the home bureau was even more closely related to the adoption of home practices. (Table 15.) Ninety-five per cent of the present home bureau members adopted practices as compared to 82 per cent of the former members and 26 per cent of the nonmembers. The members of the home bureau were also reached much more intensively than nonmembers, the number of improved home-economics practices adopted per 100 homes being 432 for present members, 198 for former members, and 38 for nonmembers. There is less difference between present members and former members in the home bureau than in the farm bureau. The difference between members and nonmembers, on the other hand, is much greater in the home bureau than in the farm bureau.

Age of Farmers and Farm Women

Age does not seem to be an important factor in the acceptance of better practices by farmers and farm women. (Tables 16 and 17.) Although the percentage of farm women and farm men adopting practices is highest for the group 35 years of age and under, the differences between the groups are not great. In fact nearly the same proportion of farmers and farm women 56 years of age and over reported changing practices due to extension teaching as was true of the youngest group. The differences in the number of practices adopted per 100 farms or homes in the age groups are relatively small.

Table 16. Relation of age of farmers to adoption of agricultural practices

Age group	Number of farms	Percentage of all farms	Percentage adopting agricultural practices	Number of agricultural practices adopted per 100 farms
35 years and under	72	24	78	268
36 to 45 years	90	29	63	238
46 to 55 years	72	24	69	225
56 years and over	66	22	67	215

Table 17. - Relation of age of farm women to adoption of home economics practices

Age group	Number of farms	Percentage of all farms	Percentage adopting home economics practices	Number of home-economics practices adopted per 100 homes
35 years and under	102	34	53	137
36 to 45 years	85	28	41	118
46 to 55 years	55	18	40	89
56 years and over	50	16	44	130

Participation in Extension Activities

Whether the farmer or farm woman participates in extension activities by attendance at meetings, having a boy or girl in club work, conducting a result demonstration on the farm, or holding a method demonstration meeting in the home, seems to have a direct relationship to the spread of improved practices as brought out in Tables 18 and 19. Where an extension activity had been held on the farm 93 per cent of the farmers reported the adoption of better practices. (Table 18.) This was true of 91 per cent of the farmers participating in activities on neighboring farms or at community centers. Only 49 per cent of the farmers not attending meetings or otherwise participating reported adoption of practices. The number of practices reported adopted per 100 farms was more than twice as great where farmers had participated in extension activities than where they had not.

Participation in extension activities is even more important to the farm women. (Table 19.) Where the farm women had carried on some extension activity in their own homes, 86 per cent reported adoption of home practices. Seventy-one per cent of those attending meetings or witnessing other activities in neighboring homes or centers near by adopted practices. Where the farm women had taken no part in extension activities, but 21 per cent adopted practices. The number of practices adopted per 100 homes was six to thirteen times as great in the participating groups as in the nonparticipating group.

Table 18. - Participation in agricultural extension activities as bearing on adoption of agricultural practices

Group	Number of farms	Percentage of all farms	Percentage of farms adopting agricultural practices	Number of agricultural practices adopted per 100 farms
Farmers having extension activities on their own farms	29	10	93	341
Other farmers participating in extension activities	117	38	91	334
Farmers not participating in extension activities	158	52	49	144

Table 19. - Participation in home economics extension activities as bearing on adoption of home economics practices

Group	Number of homes	Percentage of all homes	Percentage of homes adopting home-economics practices	Number of home-economics practices adopted per 100 homes
Farm women having extension activities in their own homes	49	16	86	371
Other farm women participating in extension activities	77	25	71	166
Farm women not participating in extension activities	178	59	21	28

Contact with Representatives of Extension Service

In addition to contacts with agents and specialists through attendance at meetings, many other farmers and home makers were brought into personal contact with extension as a result of farm or home visits, office calls, telephone conversations, and correspondence. In Table 20 the farmers are divided into two groups, those enjoying contacts, and those having made no contact with a member of the extension service. Ninety-two per cent of the former and 45 per cent of the latter

adopted practices. The number of practices adopted per 100 farms was 345 for those making contacts as compared to 121 for those making no contacts.

With the farm women (Table 21 the contrast is even more striking, the percentage of farm women adopting home economics practices being less than one-third as great for the no-contact group as for the contact group, 22 per cent as compared to 82 per cent. The number of practices adopted per 100 homes was more than nine times as great for the contact group as for the no-contact group, 269 as compared to 28.

There is less spread of better practices in the nonparticipating and no-contact groups in home economics extension than in agricultural extension. This may be due to difference in subject matter involved, the stage of development of home economics subject matter as compared to agriculture, difference between men and women in readiness to accept new ideas, or to other reasons.

Table 20.- Contact with agricultural extension workers as related to adoption of farm practices

Item	Number of farms	Percentage of all farms	Percentage of farms adopting agricultural practices	Number of agricultural practices adopted per 100 farms
Contact with any agricultural extension worker	156	51	92	345
No contact	148	49	45	121

Table 21.-Contact with home economics extension workers as related to adoption of home practices

Item	Number of homes	Percentage of total	Percentage of homes adopting home economics practices	Number of home economics practices adopted per 100 homes
Contact with any home economics extension worker	114	38	82	269
No contact	190	62	22	28

EXTENT AND INFLUENCE OF 4-H CLUB WORK

Boys and girls of club age (10 to 20 years) were found on slightly less than half of the farms studied. (Table 22.) Fifty-one boys and girls from 37 farms were either carrying on a junior project at the time the data were collected or had previously carried on such a project. This number equals 20 per cent of the boys and girls of club age. Seven per cent of the boys and girls of club age were in club work at the time the data were collected. The influence of junior result demonstrations was reported for .8 per cent of all practices adopted.

REASONS FOR DISCONTINUING FARM AND HOME BUREAU MEMBERSHIP

An effort was made to learn why the 86 former members of the farm bureau and the 44 former members of the home bureau had dropped out. Although the real reason for discontinuing membership may not have been given in all cases, the reasons listed in Tables 23 and 24 throw some light on the problem. The principal reasons given for discontinuing membership in the farm bureau were no direct benefits to the individual from membership, membership dues too high, and dissatisfaction with the management of the farm bureau association. With the home bureau the chief reason for discontinuing membership was inability to attend meetings because of small children or no one to drive automobile. Other important reasons were greater interest in other activities, the disbanding of the local home bureau group, cost of membership dues, and dissatisfaction with management of the home bureau association.

Table 22. - Farms and children in junior project work

Farm and home records obtained	304
Percentage of families with children of club age (10 to 20 years)	45
Number of children of club age	257
Number of families with 4-H club members (ever)	37
Percentage of families with boys and girls of club age in club work (ever)	27
Number of 4-H club members (ever)	51
Percentage of boys and girls (10 to 20 years) in club work (ever)	20
Percentage of boys and girls (10 to 20 years) in club work (1928)	7
Percentage of all practices adopted due to influence of junior result demonstrations	0.8

Table 23. - Reasons given for discontinuing membership in the farm bureau

Reason	Number of farms	Percentage former members
No direct benefits	20	23
Cost of membership too expensive	24	28
Dissatisfied with management of farm bureau	17	20
No longer interested	4	5
Other reasons	16	18
No reason given	5	6

Table 24. - Reasons given for discontinuing membership in home bureau

Reason	Number of farm women	Percentage of former members
Unable to attend meetings	12	27
Too busy with other interests	7	16
Local home bureau unit disbanded	5	11
Dissatisfied with management of home bureau association	2	5
Other reasons	13	30
No reason given	5	11

AGENCIES OTHER THAN EXTENSION RELIED UPON FOR SUBJECT MATTER

In discussing other agencies than extension relied upon for information regarding farm and home problems, newspapers and professional magazines were most frequently mentioned by both farmers and farm women. In fact this agency was outstanding, being reported by 54 per cent of the farmers and 47 per cent of the farm women interviewed. Neighbors and relatives were reported as next in importance by 7 per cent of the farmers and 9 per cent of the farm women.

ATTITUDE TOWARD EXTENSION

The farmers and farm women in the Vermilion County area were found to have much the same attitude toward the extension service as brought out by the study in McLean and Macon Counties made two years previously.

Three out of four farmers were reported as favorable to the work. (Table 25.) Twenty-two per cent were classed as indifferent or not interested while only 3 per cent were listed as actively opposed to the cooperative extension system. In some cases this opposition was the result of a grievance against the farm bureau or home bureau as cooperating agencies rather than dissatisfaction with extension workers themselves.

SUMMARY

The study is based on information obtained through personal interviews with farmers and farm women on 304 contiguous farms in Vermilion county.

Cooperative extension work has been effective in reaching farmers and farm women as evidenced by the fact that improved practices taught by the extension service were reported in use on 69 per cent of the farms and in 44 per cent of the farm homes.

Table 25. - Attitude toward extension work

Item	Number of farms	Percentage of all farms
Farm records obtained	304	100
Farms reported favorable	228	75
Farms reported indifferent	68	22
Farms reported opposed	8	3

In bringing about the adoption of agricultural practices, the means most frequently reported were the indirect spread from one neighbor to another, news stories, office calls, and general meetings. The method demonstration meeting was the outstanding influence in the adoption of home-economics practices followed by general meetings and indirect spread.

Owner operators made considerably more use of extension information than did tenant operators. The number of improved practices adopted also increased with increased size of farm. This was true regarding both agricultural and home-economics practices.

Location on improved roads was associated with increased use of extension information.

Status of membership in the county extension associations (farm bureau and home bureau) has a direct relationship to the adoption of improved practices. A higher proportion of nonmembers of the farm bureau has been reached than is true of the nonmembers of the home bureau.

Participation in extension activities and contact with extension workers were the most important factors in influencing adoption of better practices.

Lack of appreciation of direct benefits, cost of membership dues, and dissatisfaction with the management were the principal reasons given for dropping out of the farm bureau. Inability to get to meetings, conflict with other interests, disbanding of local unit, and cost of membership were the reasons most commonly given for discontinuance of membership in the home bureau.

Three out of every four farmers interviewed were found favorable to extension work and but one in 33 opposed, the remaining 22 per cent being classed as indifferent or uninterested in extension.

Information Relating to the 146 Farms from which only Agricultural Information was Obtained.

Item	Number	Per cent
Farm records obtained	146	100
Farms operated by owners	88	60
Farms operated by tenants	58	40
Average size farms (acres)	157	-
Farms having telephones	105	72
Farms located on improved roads	86	59
Farms located on unimproved roads	60	41
Distance from extension office	10	-
Farms with radio	58	40
Farms getting extension program	45	77
Members of farm bureau	49	34
Former members of farm bureau	46	32
Farms contributing local leaders	7	5
Farms participating in extension activities on farm	5	3
Farms participating in extension activities away from own farm	72	49
Farms reporting contact with extension workers	77	53
Farms adopting practices	108	74
Number practices adopted	343	3.2 (ave.)
Number practices adopted per 100 farms	235	-